

## Advertising rates & advert specifications - January 2026

### Advertising Rates

[Replaces all earlier versions and subject to change]

	Orientation	Ad Size (width x height)	Rate
Back Cover	Vertical	210 mm x 297 mm (text area 180 mm x 267 mm)	\$2150
Inside Covers'	Vertical	210 mm x 297 mm (text area 180 mm x 267 mm)	\$1950
Full page inside	Vertical	210 mm x 297 mm (text area 180 mm x 267 mm)	\$1800
Half page inside	Horizontal	180 mm x 133.5 mm	\$975
Half page inside	Vertical	87.75 mm x 267 mm	\$975
Third page - 1	Horizontal	180 mm x 90 mm	\$675
Third page - 2	Portrait	118.5 mm x 133.5 mm	\$675
Third page - 3	Vertical	57 mm x 267 mm	\$675
Quarter page	Horizontal	118.5 mm x 90 mm	\$545
Quarter page	Vertical	87.75 mm x 118.5 mm	\$545
Eighth page strip	Horizontal	180 mm x 40 mm	\$415
Ninth page	Vertical	57 mm x 90 mm	\$275
Inserts (x 3000) - by arrangement		210 mm x 297 mm	\$1000

All full page ads MUST include 3mm bleed and trims.

**NOTE:**  
These rates do not include agency commission, are exclusive of GST and are subject to change without notification.

All rates are shown per insertion. Origination, file manipulation and resizing will incur additional charges (\$50 initial setup fee and/or an hourly rate of \$100), separate from the above positional rates.

### Bookings

Please contact the Advertising Manager for confirmation of booking and material deadlines and for preferred position bookings, e.g. inside front cover. Check with the Advertising Manager for availability. All advert copy to be directed to [kiwifruitjournal@xtra.co.nz](mailto:kiwifruitjournal@xtra.co.nz) and all placements are at the discretion of the publisher.

### Deadlines & supply of materials

Bookings by the **beginning of the month** prior to publication. Advert material by **10th of the month** prior to publication. All advert copy to be directed to [kiwifruitjournal@xtra.co.nz](mailto:kiwifruitjournal@xtra.co.nz)

February/March	Ads booked before <b>10th Dec</b> Print-ready ads due before <b>January 10th</b>
April/May	Ads booked before <b>1st Mar</b> Print-ready ads due before <b>March 10th</b>
June/July	Ads booked before <b>1st May</b> Print-ready ads due before <b>May 10th</b>
August/September	Ads booked before <b>1st July</b> Print-ready ads due before <b>July 10th</b>
October/November	Ads booked before <b>1st Sept</b> Print-ready ads due before <b>Sept 10th</b>
December/January	Ads booked before <b>1st Nov</b> Print-ready ads due before <b>Nov 10th</b>

### Cancellations

Any cancellations must be confirmed with the Advertising Manager no later than 5 working days before the deadline date given on booking. Failure to do so will result in a charge of **20%** of the cost of the advert.

### Publication details

The New Zealand Kiwifruit Journal is published bi-monthly in February, April, June, August, October and December.

### Submitted articles

To discuss submitting articles please contact the Editor - **Jamie Troughton** on **027 274 3559** or email [jamie@dscribe.co.nz](mailto:jamie@dscribe.co.nz)

### Zespri® brand name standards

All adverts supplied must adhere to the current Zespri brand standards.

### Supplied adverts

We prefer that you supply all advert artwork as PDF files. All supplied adverts must be CMYK print-ready/High Resolution PDF files at the correct sizes as above. Spot colours must be converted to CMYK. **All full page adverts (210 x 297) require 3mm bleed and trim marks (Total including bleed = 216 x 303 mm).**

Adverts to be supplied via email to [kiwifruitjournal@xtra.co.nz](mailto:kiwifruitjournal@xtra.co.nz) and files must be 10mb or less, larger files will be blocked by our servers. Larger files can be transferred via Dropbox or WeTransfer.

### Advertorials

Advertorials will be charged at the applicable space rate (i.e. one page of advertorial = one page rate).

### Adverts requiring artwork

For adverts requiring artwork to be created, please supply any text for the advert either by email or emailed Word File. Photos should be supplied as high resolution (300dpi) JPEG or PNG files and logos as high resolution in .AI, .EPS, JPEG, PNG or PDF formats.

### Contact us

**EDITOR:**  
**Jamie Troughton**  
M: 027 274 3559  
E: [jamie@dscribe.co.nz](mailto:jamie@dscribe.co.nz)

**ADVERTISING MANAGER:**  
**Malcolm Allan**  
M: 0274 727 929  
E: [kiwifruitjournal@xtra.co.nz](mailto:kiwifruitjournal@xtra.co.nz)  
[www.kiwifruitjournal.co.nz](http://www.kiwifruitjournal.co.nz)

**PUBLISHING & SUBSCRIPTIONS:**  
**Kale Print**  
50 Kaweroa Dr, Omanawa 3110, Tauranga  
PO Box 13039, Tauranga 3141  
T: 07 578 7506 E: [kale@kaleprint.co.nz](mailto:kale@kaleprint.co.nz)  
[www.kaleprint.co.nz](http://www.kaleprint.co.nz)